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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.  
Application No. : 10/618,154 Confirmation No. : 4144  
Filed : July 11, 2003  
For : SYSTEMS AND METHODS FOR COORDINATING  
INTERACTIVE AND PASSIVE ADVERTISEMENT  
AND MERCHANDISING OPPORTUNITIES  
Art Unit : 2623  
Examiner : Hoang Vu A Nguyen Ba

New York, New York 10036  
June 18, 2008

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In response to the Office Action mailed on  
March 18, 2008, applicants request reconsideration in view  
of the following amendments and remarks:

Amendment to the Specification begin on page 2 of  
this Reply.

Amendments to the Drawings begin on page 9 of  
this Reply and include one (1) attached replacement sheet.

Amendments of the Claims begin on page 10 of this  
Reply.

Remarks begin on page 24 of this Reply.